



2025 Winter Holiday Impaired Driving

Media Buy Summary

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1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2025 Winter Holiday Impaired Driving high-visibility enforcement (HVE) campaign aims to remind drivers that the safest way home if you're impaired is to plan for a sober ride. This document provides an overview of the placements recommended for NHTSA's national paid media plan.

This campaign targets 18- to 34-year-old men for drug-impaired driving and 21- to 34-year-old men for alcohol-impaired driving—demographics identified by NHTSA's Fatality Analysis Reporting System (FARS) as those most likely to be involved in alcohol- or drug-related crashes.

To best engage this audience, NHTSA will implement an omnichannel paid media strategy outlined in the 2025 Annual Media Work Plan. This omnichannel strategy will include video, audio, out-of-home (OOH), digital display and paid social media, aligning with the consumption habits of the target audience. There are 31 media vendors supporting this plan that have demonstrated proficiency in reaching the target audience across these channels and utilizing tactics that leverage their passion points. This strategy is pivotal in reaching NHTSA's target audience because it ensures consistent, cohesive messaging and increases the chance of higher reach and engagement where the audience regularly consumes media.

The 2025 Winter Holiday Impaired Driving campaign runs for three weeks, starting Wednesday, December 10, 2025, and ending Thursday, January 1, 2026. This media buy summary provides an overview of the specific media vendors for the campaign, along with the selected paid media channels and tactics that will be activated to reach the target audience. Vendors strike a balance between efficiency, high-reach tactics and high-quality content to meet reach, frequency and engagement goals.

State-level campaign extension opportunities are available for reference in Section 6.0 for state departments of transportation (SDOTs) and state highway safety officers (SHSOs) who wish to develop media plans or adapt tactics and approaches for their campaigns during the national flight.

2.0 Campaign at a Glance

2.1 Planned Campaign Assets

Campaign materials are available at TrafficSafetyMarketing.gov.

Figure 1: Campaign Assets—Drive Sober or Get Pulled Over

Language	Asset Title	Types/Lengths	Additional Assets
English	<i>New Ad Featuring U.S. DOT Secretary</i>	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	
Spanish	No Seas Tonto	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	

Figure 2: Campaign Assets—If You Feel Different, You Drive Different. Drive High, Get a DUI

Language	Asset Title	Types/Lengths	Additional Assets
English	I Can Tell	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	
Spanish	I'm OK to Drive	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	

2.2 Advertising Period

National paid advertising will start on Wednesday, December 10, 2025, and run through Thursday, January 1, 2026.

2.3 Working Media Budget

The total budget for the 2025 Winter Holiday Impaired Driving campaign is \$14.8 million.

2.4 Target Audience

The primary target audience is 18- to 34-year-old men who consume marijuana and 21- to 34-year-old men who consume alcohol. The demographics of the target audience are broad, and the media plan will strive to balance delivery to all portions of the audience.

3.0 Media Goals and Strategy

The goal of the 2025 Winter Holiday Impaired Driving campaign is to decrease impaired-driving behavior and impaired-related injuries and traffic fatalities. To increase awareness and visibility of the dangers of impaired driving, the media plan must quickly build reach and frequency, ensuring the target audience is exposed to NHTSA's message three to five times over the three-week campaign. Campaign optimization will focus on delivering high-quality impressions and meaningful engagement to ensure the message resonates with the audience.

3.1 Channel Overview

NHTSA will activate an omnichannel paid media strategy consisting of video, audio, OOH, digital display and paid social media with selected media vendors based on the target audience's media consumption habits outlined in the 2025 NHTSA Annual Media Work Plan.

- **Video**—Video encompasses media placements that use video creative and can run on linear (traditional) TV, connected TV (CTV)/over-the-top (OTT) or online video (OLV) tactics, including mobile video. Since the target audience watches video across multiple platforms, these tactics are planned holistically to consider the viewer's journey with the messaging across platforms. The success of linear TV will be measured by reach and frequency. CTV/OTT and digital video tactics will be evaluated by view-through rate (VTR) and video completion rate (VCR).
- **Audio**—Audio encompasses media placements that include audio creative across terrestrial radio, digital audio (streaming) and podcasts. Since the target audience listens to traditional and digital audio platforms, these tactics are also planned holistically to consider the listener's journey with the messaging across platforms. The success of terrestrial radio and podcasts will be measured by reach and frequency. Digital audio success will be evaluated by listen-through rate (LTR) and click-through rate (CTR) on audio companion banners.
- **Out-of-Home**—Out-of-home advertising (OOH) is a form of advertising that people see as they go about their day outside their homes. Traditionally, this includes billboards, bus shelters, benches, restaurants, gas stations, grocery stores, stadiums and everything in between. The success of these placements is measured by reach and impressions.
- **Digital Display**—Digital display media consists of image ads rendered on websites and apps to reach users across the web. These ads can appear in standard sizes or larger formats with rich media features. Display ad engagement is measured by CTR and, in the case of rich media, by the engagement rate (ER).
- **Paid Social Media**—Paid social media is comprised of visual and video ads on key social networks as users scroll through their feeds and other content. The success of paid social media will be measured by VCR, VTR and ER for video creative and CTR for display.

3.2 Media Vendor Selection Strategy

As referenced in the 2025 NHTSA Annual Media Work Plan, among male marijuana users ages 18 to 34 years old and male alcohol users ages 21 to 34 years old, several areas emerge as key passion points for campaign engagement and activation: sports, fashion, online experiences and gaming, and music and film.

Media vendors are selected based on their ability to activate nationally across one or more of the identified channels and their capability to reach the full breadth of the target age group for both primary and secondary audiences. Media vendors must also demonstrate proficiency in activating tactics that effectively and efficiently engage with the target audience within the key passion point areas.

Select media vendors were also strategically added to the plan based on their ability to reach and create custom messages for the two highest-risk alcohol-impaired personas identified in NHTSA's 2024 alcohol-impaired segmentation study. Persona 1 includes individuals who drink three or more times per week, consume all types of alcohol, enjoy taking risks and are likely to drive within two hours after drinking, often at bars or clubs. Persona 2 skews older (30 to 34 years old); belongs to higher income households (\$100,000+); regularly drinks at breweries, wineries or restaurants; and is also likely to drive within two hours after drinking. By targeting these personas, the campaign aims to effectively address the behaviors and preferences of the segments most at risk within the alcohol-impaired audience.

4.0 Selected Media Partners

The 2025 Winter Holiday Impaired Driving media plan includes the media vendors listed below. Since NHTSA is activating an omnichannel paid media strategy, some vendors will be utilized across multiple channels to maximize reach and ensure optimal message delivery.

Figure 3: Media Vendor Channel Mix and Measurement Benchmarks

Channel	KPI Goals	Partners
Video	Linear (Traditional) TV—Reach and Frequency OLV and CTV/OTT—VTR: 35%+ VCR: 80%+	AdTheorent. Ampersand banMe Canela.TV EXTE Fandom IGN MAX MobileFuse My Code Overtime Sinclair Vertiqal Studios (formerly Enthusiast Gaming) Vevo
Audio	Terrestrial Radio—Reach and Frequency Digital Audio—LTR: 85%+ CTR: .05%+	AdTheorent AIRE Radio Networks Compass Media Corsa Media Entravision Hispanic Radio Network Sinclair Spotify Univision Westwood One
OOH	Reach and Frequency	AllOver Media banMe Van Wagner
Digital Display	CTR: .14%+	AdTheorent AllOver Media banMe Canela.TV EXTE Fandom IGN

Channel	KPI Goals	Partners
		Live Nation MobileFuse My Code Sinclair Vertiqal Studios (formerly Enthusiast Gaming) Westwood One
Paid Social Media	CTR: .10%+ VTR: 30%–40% ER: .50–15%	AdTheorent Compass Media Fandom IGN Live Nation MAX Overtime Relevant+ Sinclair Vertiqal Studios (formerly Enthusiast Gaming) Westwood One WWE

AdTheorent—General Market

AdTheorent’s cross-channel reach targets 18- to 34-year-old and 21- to 34-year-old males where and when they are most receptive to brand messaging. The combination of precision targeting based on behavior, interests and location, along with mobile-first, high-engagement ad formats, aligns well with the demographic’s media consumption habits and preferences.

AdTheorent’s proprietary machine-learning platform analyzes data and predicts engagement outcomes, like video views or clicks. Using custom-built models, it targets audiences based on their interests and assigns a predictive score to each impression. A predictive score is the likelihood that an impression will lead to a successful campaign outcome and encourage behavioral change.

Video

For video, the plan includes live addressable TV across top-ranked daypart cable networks and specific premium CTV inventory like Hulu, HBO Max and Netflix, with a heavy-up across all tactics during the holiday week when viewership trends tend to rise. Additionally, AdTheorent will use its machine-learning-powered OLV to reach consumers across all devices where they are most likely to watch content.

Audio

AdTheorent’s audio plan includes Spotify’s direct inventory and is the same as if NHTSA were to buy streaming audio placements from Spotify directly. This strategy will provide increased frequency across user data and allow NHTSA to leverage AdTheorent’s user insights and gain flexibility and efficiencies within the buy.

Digital Display

Rich media gamification units have proven to be highly engaging across NHTSA campaigns, consistently doubling campaign benchmarks. The primary goal of rich media is to increase the time spent within the unit, thereby engaging users with safety messaging within the unit rather than focusing solely on call-to-action prompts. While the benchmark for engagement time is six seconds, previous AdTheorent campaigns for NHTSA have indicated results ranging from eight to 16 seconds. Using data from the 2025 August/Labor Day Impaired Driving campaign, AdTheorent will deploy four rich media units, reworking and redesigning them as necessary based on performance during the August/Labor Day campaign. These rich media units—two for alcohol-impaired that speak to the two high-risk personas and two for drug-impaired messaging—will emphasize intuitive movement and user interaction.

The AdTheorent plan also includes advanced predictive creative units designed for the alcohol-impaired audience. Advanced predictive creative uses different backgrounds, click-through actions and text that changes based on how the audience relates to different visuals and copy in various combinations. These units will be developed using standard campaign brand assets as the primary template. The primary goal of these units is to encourage users to click through to the campaign website and gain insights into audience interaction with the various creative iterations.

Finally, AdTheorent will leverage existing standard display banners for both alcohol- and drug-impaired messaging, with additional segments for the two high-risk, alcohol-impaired personas.

Paid Social Media

Due to the traditional challenges presented during the Winter Holiday flight, including fluctuating CPMs and changing digital habits leading up to and during the holiday week, AdTheorent will test direct social posting through NHTSA's social channels.

AdTheorent leverages the information gained from its predictive audiences within the programmatic buy to build complex, hyper-personalized audiences on Meta. By partnering with AdTheorent, NHTSA will reap several benefits. Learnings from this audience's engagement across CTV, OLV and digital display tactics will inform planning and optimizations week-to-week for best performance. Multiple audience build-outs will also help NHTSA gain specific insights into Meta's audience that are not executed via traditional direct buys.

AIRE Radio Networks (brought to you by SBS)— Spanish-Language Market

AIRE Radio Networks is a division of the Spanish Broadcasting System. AIRE Radio Networks reaches the top U.S. Spanish-language markets with over 290 affiliates, 17 owned-and-operated stations and targeted network vehicles, reaching 95% of the U.S. Spanish-speaking audience. LaMusica.com is its online destination and mobile app, providing content related to Latin music, entertainment, news and culture. AIRE Radio Networks programming features superstars and megabrands, such as DJ Alex Sensation and his "La Mezcla con Alex Sensation," in addition to 24-hour music format stations in a wide variety of genres.

Audio

The :30 alcohol- and drug-impaired brand campaign radio ads will run across top networks and popular terrestrial radio programming. Radio vehicles for this year's buy include Advantage Network, AIRE Select, Entertainment Weekend, MEGA and Reach—all of which are effective in reaching Spanish-speaking men within NHTSA's target demographic.

AlOver Media—General Market

AlOver Media is the largest multi-platform OOH advertising company in the United States. It focuses on nontraditional advertising in locations where people are on the move, including gas stations, convenience stores, restaurants, bars and public transit stations. By placing ads in environments where this audience frequents, AlOver Media can specifically target the 18- to 34-year-old male demographic. Its data-driven capabilities also allow targeting by geography and lifestyle affinities.

OOH

Reaching the target audience while they are in their vehicle ensures NHTSA's message is delivered at the most impactful time. When individuals take a quick stop on their drive, digital OOH units using the :15 brand alcohol and drug-impaired campaign videos will be strategically placed at convenience stores, gas pumps and in-store kiosks at locations including Speedway, ACRO, 7-Eleven, Marathon, Shell, CITGO and more.

In addition to gas station inventory, AlOver Media will directly target alcohol-impaired messaging towards the Persona 2 audience through placements at upscale bars and restaurants where the audience is likely to engage in alcohol consumption prior to driving, with a focus on urban areas with access to ride-share options—encouraging smart decision-making during holiday festivities.

Digital Display

AlOver Media will provide added value in digital display bonus impressions and mobile retargeting to the target audience within a one-mile radius of these locations to increase the frequency of the message during the campaign flight and gain insights into engagement with the target audience.

Ampersand—General and Spanish-Language Markets

Ampersand is a data-driven media and advertising technology vendor specializing in advanced TV and cross-channel platforms. Ampersand strongly focuses on addressable TV, enabling NHTSA to deliver targeted, personalized TV ads based on campaign demographics and target audience interests. With the ability to run campaigns across linear TV, CTV and digital channels, Ampersand reaches 80 million households across 200+ designated market areas (DMAs) and 165+ networks. It also offers audience-based buying and automation through a single interface that supports local and national cable TV buying across Cox, Spectrum and Comcast, as well as smaller cable entities.

Video

The general market video buy will include brand campaign ad placements across linear TV and streaming inventory. As the Sinclair plan covers key sports inventory, sports inventory will focus on premium inventory not provided by Sinclair to minimize duplication. The Ampersand buy will focus more on other content that indexes high for the audience—including comedy, travel and Cartoon Network programming—to ensure reach across interests.

The Spanish-language video buy will include placements on cable stations and networks like Univision, Telemundo and Fox Deportes. The focus will be on live sports inventory, which has a strong male audience appeal, ensuring the campaign's presence during the Premier League. Canela.TV is excluded to avoid duplication.

banMe—Spanish-Language Market

banMe is a programmatic digital vendor that seamlessly connects audiences across multiple channels and platforms. Their omnichannel approach ensures a consistent brand experience cross-device and across multiple platforms. banMe also uses an insights-driven approach, diving into analytics to refine strategies and optimize campaigns to ensure effective and efficient campaign delivery.

Video

The banMe video plan includes programmatic CTV placements that will use contextual targeting to reach the campaign audience using demographics and behavioral tactics. Using the brand campaign videos, banMe will also create a Spanish-forward OLV video asset with a toggle to switch to the general market video whenever the user chooses. This will allow message consumption in the user's preferred language and encourage deeper engagement, even if they primarily browse the web in Spanish.

OOH

Digital OOH (DOOH) allows for dynamic content, real-time updates and interactive elements, enhancing the effectiveness of outdoor advertising campaigns. To reach Spanish-speaking audiences who consume alcohol and marijuana, banMe will prioritize venues such as bars, restaurants and dispensaries. A modest portion of the plan will go toward roadside billboards to reach a wider audience. banMe's venue targeting is fully customizable based on the campaign's goals and will leverage location data analysis, which tracks consumer movement patterns to build audience segments based on the places they visit.

Digital Display

In addition to video and OOH, banMe will run standard display banner ads across all device types, including mobile in-app and in-browser. banMe has multiple data sources that can provide strong segmentation when refining Spanish-language audience targeting on digital channels. It can also be refined further with contextual targeting, which serves ads within Spanish-language content. Language-based audience segmentation will help reach users who are browsing in Spanish, and browser targeting will identify Spanish-language audiences with their browser set to Spanish.

Canela.TV—Spanish-Language Market

Canela.TV is the first addressable video-on-demand (AVOD) platform for Spanish-speaking audiences in the United States. It curates a large mix of Spanish-language video content from multiple countries and various genres. With a focus on men who primarily speak and consume Spanish media at home, NHTSA will have a presence within authentic Spanish-language content that is not currently available via linear TV vendors. In addition, leveraging first-party targeting of those who have watched specific programs and content on Canela.TV will ensure better accuracy and reach of the target across OLV.

The foundation of Canela.TV's 2025 Winter Holiday Impaired Driving campaign strategy centers on two male personas for behavioral targeting. Persona 1 is younger (21 to 29 years old), earns under \$50,000 per year and enjoys going out to clubs. Persona 2 is slightly older (30 to 34 years old), enjoys music and prefers high-end spirits as their drink of choice.

Video

Data shows that Spanish-speaking streamers 21 to 34 years old are 45% more likely to watch sports content and 22% more likely to watch music videos than the total population.¹ Leveraging these insights, a mix of :15 and :30 non-skippable pre-roll and mid-roll brand campaign video ads will be contextually aligned with programs that skew toward the target audience's affinities (e.g., sports, health and wellness, gaming, outdoors and travel). Canela.TV will also use third-party targeting segments to reach the two personas within the alcohol-impaired campaign.

Digital Display

To increase awareness of the impaired driving message among the Spanish-speaking target audience and supplement its TV presence, Canela.TV will deploy standard digital display banner ads across its inventory network that are contextually aligned with the key interests and passion points listed above.

Compass Media—General Market

Compass Media's portfolio includes well-branded audio programs broadcast on thousands of radio stations and emerging digital platforms, reaching millions of listeners daily. Its syndicated radio programming, focused on sports, music, pop culture and lifestyle content, is highly relevant to the campaign's target audience.

The audio plan will include custom vignettes voiced by approved radio personalities and will be created to deliver emotionally charged messages across Compass Media networks, specifically addressing alcohol- and drug-impaired driving in conjunction with the brand campaign ads. The plan includes terrestrial radio placements across various music networks to reach adult contemporary, contemporary hit radio (CHR), country, urban and rock listeners with premium inventory and optimal dayparting. Terrestrial coverage will also feature premium NFL placements.

¹ Source: Scarborough USA+ 2024 Release 1 Total (Jan 2023–Apr 2024)
2025 Winter Holiday Impaired Driving Campaign

Paid Social Media

Compass Media will amplify campaign messaging across social media as added value. Custom social videos featuring personalities like Greg Beharrell and Big D & Bubba to reach top fans.

Corsa Media—General Market

Corsa Media is a digital programmatic audio provider that offers access to premium audio publishers beyond the Spotify and Pandora ecosystems. Corsa Media specializes in digital audio, podcasting and in-game audio inventory, employing curated contextual and behavioral targeting to effectively reach the target audience. The company's strength lies in delivering scalable and targeted impressions through hyper-personalized programmatic audio, ensuring memorable advertising spots.

Existing brand campaign ads will be adjusted with micro-enhancements to personalization, similar to dynamic creative optimization (DCO), which has been previously executed for digital display units. Using a "base" creative audio script, the micro-enhancement possibilities are numerous. Secondary dynamic variables can include different salutations (e.g., "hey bro," "sir," "listen man" or "dude"), time of day (e.g., "tonight," "later tonight" or "this evening"), content (e.g., "now back to your podcast/game") and location (e.g., major DMAs). The voice talent is also dynamic and will align with the target audience's demographics (e.g., a younger, more casual Gen Z voice for drug-impaired messaging).

Audio

The audio strategy will include digital audio across various inventories, excluding places where direct purchases or other programmatic buys are already being made, such as Sinclair and Spotify. The podcast strategy will focus on brand-safe inventories, with similar exclusions in place to avoid overlap with existing direct buys or programmatic purchases. Additionally, in-game inventory will be utilized to play on brand-safe inventory within popular mobile games when the audio feature is activated within the app.

Entravision—Spanish-Language Market

Entravision is a key media vendor that reaches the target audience. Its broad reach across linear TV, audio and digital platforms makes it particularly effective in reaching the Spanish-speaking demographic, which often consumes media through multiple touchpoints. Entravision's programming, which includes sports, music, news and entertainment content, also resonates strongly with young males.

Entravision's terrestrial and streaming audiences grew by more than 73% between 2021 and 2024, thanks to a jump in digital audio usage that more than doubled compared to three years ago. In the same period, Entravision's broadcast radio usage also grew by 63%.

Entravision represents top formats across 43 owned-and-operated Spanish-language stations, as well as English-language stations in select markets, engaging with millions of Spanish-speaking and bilingual audiences in culturally relevant ways. Entravision's streaming programming, where music fans can stream from one convenient destination, elboton.com or the El Boton app, is Entravision's new online streaming hub for all its audio content, including favorite radio shows, music and podcasts.

Audio

Entravision will execute streaming audio and cross-device audio streaming using the alcohol- and drug-impaired brand campaign ads. An additional 15% of impressions are included as added value.

EXTE—Spanish-Language Market

EXTE is a platform that bridges culture and technology to connect authentically. It utilizes the EXTE Hub to identify the Spanish-speaking male target audience and deliver personalized in-context messaging. Leveraging the world's best publishers, such as Fútbol Total, depor.com, Fox Sports and Mundo Deportivo, EXTE ensures access to their relevant in-language inventory to allow for maximum reach and influence.

Similar to other Spanish-language vendor strategies, EXTE leverages contextual targeting, which scans and analyzes the exact content of every website and determines when and where to serve messages programmatically. Audience interest targets will include personas for alcohol drinkers and marijuana users through context clues about the websites they browse. Sports, culture, fashion, gaming and music will all be used to match EXTE's personas with NHTSA's impaired driving messaging.

Video

Using the brand campaign videos, EXTE will create a high-impact custom interactive canvas and dual units for the videos, which will feature backgrounds and elements that give meaning to the slogan "Stop y Piensa" (Stop and Think). The custom units will engage the Spanish-speaking male audience and help the NHTSA message regarding drug and alcohol impairment stand out.

Digital Display

For the digital display plan, a mix of standard banner ads and a parallax-rich media unit will run across relevant inventory. The parallax-rich media unit transitions smoothly as the user scrolls, gliding from scenes of darkness, marijuana smoke and bits of a wrecked car to the clarity of a pleasant driving scene. An interactive gaming unit will allow users to fill a glass of alcohol while a counter displays an increasing number of alcohol-related deaths from NHTSA stats. Additionally, a sliding display unit will highlight the stark contrast of impaired driving.

Fandom—General Market

Fandom is an entertainment and media company focused on fan-centric content, communities and digital experiences covering gaming, movies, TV shows, anime, comics and sports. Fandom resonates strongly with the 18- to 34-year-old male target audience because it taps into their passion for pop culture, gaming and entertainment while offering a platform for community engagement, creative expression and deep dives into the content they love. They also rank number one in reach among the target audience for top entertainment and gaming sites.

To ensure the ad buy reaches the target audience segments, Fandom leverages platform knowledge to drive audience behavior and engagement and reaches 27.5 million monthly users aged 18 to 34 years old, with a demographic split of 56% male and 44% female, effectively connecting with one in three internet users in this age group each month.

Video

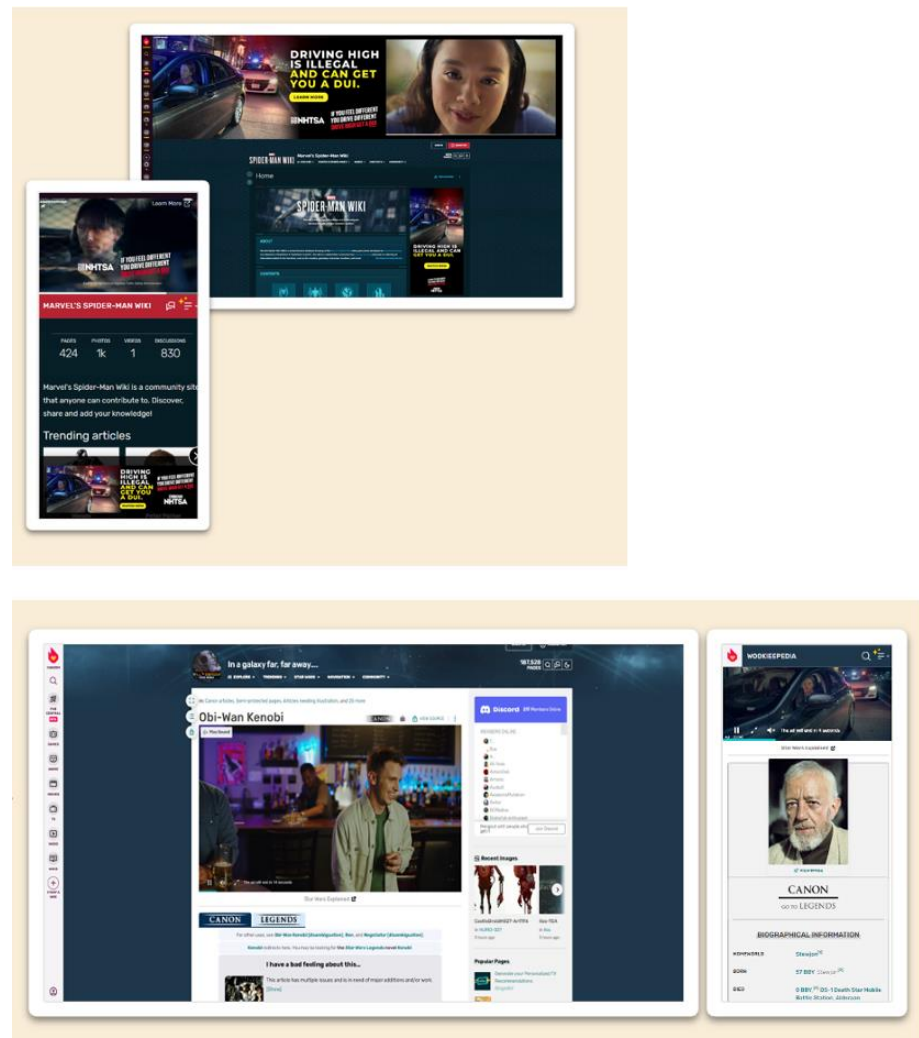
The campaign will focus on custom videos that leverage Fandom’s existing Honest Ads series in a new way: top content creators will write, direct and star in their own satirical ads. The Honest Ad for the Winter Holiday flight will take a parody-driven approach thematically inspired by “Stranger Things,” one of the largest tentpoles during the flight.

As the final season of “Stranger Things” grips the pop culture conversation, this Honest Ad will dive into a “Stranger Things”-themed exploration of the dangers of alcohol-impaired driving.

Based on the Honest Ad success from the 2024 campaign, this custom video will be a :15 video length to perform well across OLV and social media. This custom video will be showcased across Fandom and TV Guide properties, paired with a high share-of-voice blitz sponsorship package that includes custom rich media units. The blitz will be targeted at those interested in fan communities, including action, fantasy, adventure and “Stranger Things,” which will align with the custom video.

Additionally, brand campaign assets related to alcohol- and drug-impaired driving will rotate across video takeovers and targeted pre-roll videos. These assets will contextually target individuals identified as heavy risk-takers, high alcohol purchasers and those on the older edge of the core demographic (30 to 34 years old) with higher household incomes (\$100,000+).

Figure 4: Example of Fandom Display Units



Digital Display

Custom :15 alcohol-impaired videos will be paired with custom static display banner ads that thematically tie into the video and drive traffic to the campaign website. High-impact units and standard units with campaign brand assets will also run across desktop and mobile to reach relevant audiences across Fandom's sites.

Paid Social Media

Fandom will run custom Honest Ads videos across its own social media channels, accompanied by dual postings with the influencer to extend reach and leverage engagement. In addition, to enhance engagement beyond the main Honest Ads video, a short-form featurette tailored for social media will share the "behind-the-video" stories created by the influencer to emphasize to their audience how important this message is to them personally.

Hispanic Radio Network—Spanish-Language Market

Hispanic Radio Network (HRN) is the largest independent radio network and exclusive national audio partner with Estrella Media, covering 95% of the United States with 447 station affiliates nationwide. It connects NHTSA with Spanish-speaking audiences by offering terrestrial and digital audio content on topics that resonate with the target audience, including Latin music, sports (particularly soccer), entertainment and news. Recently, HRN has also begun launching 24/7 networks, expanding its reach.

Audio

The radio buy includes :30 alcohol- and drug-impaired brand campaign ad placements across HRN's top terrestrial networks and programming, including 19% impressions as added value.

IGN—General Market

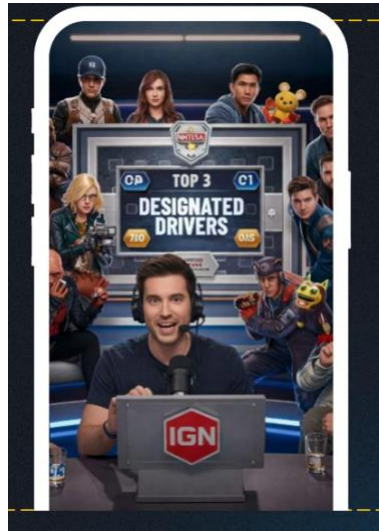
IGN is a prominent American video game and entertainment media website. As a subsidiary of Ziff Davis, it delivers a wide range of content, including reviews, news, previews and features covering video games, films, television, comics and technology. IGN provides this content through its website and various platforms, such as mobile apps, console programs and social media channels like YouTube and Twitch, aiming to inform and entertain audiences with up-to-date information and critical analysis of entertainment media.

Video

Creating impactful video content distributed socially, IGN will leverage proven tactics for engaging NHTSA's audience while aligning messaging within content that taps into the cultural zeitgeist surrounding conversations pertaining to anticipated or favorite IPs across gaming and entertainment. Through this multifaceted approach, IGN aims to raise awareness about the dangers of impaired driving and shift attitudes and behaviors within the gaming community.

The "Designated Driver" concept uses a fantasy draft format to engage viewers with the importance of designated drivers. The competition will begin with 16 brand-safe popular characters from video games, movies and TV. Following in-depth influencer vetting and research to ensure diversified voices, the idea for the end of each round would involve the selected influencers serving as IGN "hosts" to playfully debate and draft their ultimate team of fictional designated drivers. To ensure maximum exposure to the impaired driving message, an end card will display information on the importance of designating a sober driver and the consequences of driving while impaired.

Figure 5: “Designated Driver” Concept



Videos for the 2025 Winter Holiday Impaired Driving plan will not be the same videos used in the 2025 August/Labor Day Impaired Driving plan, but they will follow the same concept. The 2025 Winter Holiday Impaired Driving plan includes more videos as part of the buy. The video plan will target male gamers 21 to 34 years old using three social vertical videos. The placements also include YouTube retargeting pre-roll—the highest-performing video tactic for VCR.

Digital Display

Rich media units and custom digital display units with video will amplify reach and awareness. This includes a mobile footer (or Gecko ad) that runs on mobile and is sticky at the bottom of the screen, featuring eye-catching animation and a video quickslider, a cross-platform video-centric ad pinned to the very top of the page, extending horizontally from end to end. Custom videos will also be leveraged to create rich media display units to test if custom assets boost engagement across IGN homepages. Brand campaign standard banner ad placements are provided as added value.

Paid Social Media

The three custom social vertical videos will also run on YouTube Shorts and Instagram Reels, providing additional social amplification.

Live Nation—General Market

Live Nation is one of the leading live entertainment companies that works with artists to bring their creativity to life on stage and extend cross-channel. Live Nation has a broad reach with the world’s largest fan database and social media properties, including millions of addressable fans who amplify messaging beyond live events.

The alcohol- and drug-impaired audiences will be targeted through carefully constructed personas created from Live Nation’s proprietary data on their ticket holders’ buying behavior and event attendance.

Video

Brand campaign videos will run as pre-roll advertisements across the Live Nation extension network and Setlist.fm to enhance awareness, drive content views and encourage engagement.

Digital Display

Live Nation will run standard digital display ads and video pre-roll on their owned-and-operated network of sites, including event pages, team pages, venue pages and concert listings. They will also partner with sites to target audiences across sports, music and travel.

Paid Social Media

Live Nation's extensive social reach and precise targeting capabilities will enable effective communication with fans in spaces where they are already organically engaged. To further enhance the campaign's impact, Live Nation will use custom audience segments to boost social posts featuring the brand campaign videos. These targeted segments will include ticket browsers and purchasers across various categories, such as sports, music and genres favored by travelers.

MobileFuse—General Market

MobileFuse is a mobile advertising company that delivers programmatic advertising across mobile devices, using advanced data targeting and location-based advertising, ensuring ads reach users where they are most active. MobileFuse's geotargeting capabilities are particularly effective for reaching the target audience where they live, work and play.

For the Winter Holiday flight, MobileFuse will employ four consumer location patterns or LFTS (location, frequency, time spent).

The first alcohol-impaired persona is a heavy drinker who is prone to risk and frequents bars, nightclubs, liquor stores, casinos and entertainment venues and has visited these venues at least once in the past 14 days. The second alcohol-impaired persona is older, skewing 30 to 34 years old, with a household income of \$100,000+ and is prone to impaired driving. This persona frequents breweries, wineries, upscale restaurants, cocktail bars, golf courses and country clubs and has visited these venues at least once in the past 30 days.

The drug-impaired persona frequents dispensaries and late-night dinner spots, using apps like Uber Eats and Zen Leaf+.

Video

The video plan will include OLV using the brand campaign videos to target the campaign audiences using consumer location patterns.

Digital Display

The digital display plan will include two rich media units for the alcohol-impaired and drug-impaired target audiences (four rich media units in total). These units will use a full-screen environment to focus on different types of engagement. One unit will emphasize engagement within the asset, featuring gamified play as the main element to maintain high ERs. This unit will focus on intuitive movement and easy-to-understand actions while conveying the impaired driving message. The key KPI for this unit will be expansion rates to play the asset and ER, including the time spent in the unit.

An interstitial rich media unit will focus on simple actions and engagement within the unit, with the primary engagement being a click-through action (CTA) to the campaign website. While there will be more opportunities for engagement beyond the CTA, this type of rich media engagement typically yields higher CTA rates than standard units, with CTAs averaging 0.8–1%. These custom assets aim to effectively communicate the dangers of impaired driving through engaging and interactive media formats.

Standard banner ads, using the brand campaign assets, are also included in the plan.

Music Audience Exchange (MAX)—Spanish-Language Market

MAX is a content distribution platform and media company that delivers music and music-based custom video content, distributed and amplified on social platforms. MAX engages with and delivers brand messages to men 18 to 34 years old by using music-centric content, culturally relevant programming and interactive features that reflect the lifestyle and tastes of this demographic. Through partnerships with Latin music influencers, streaming integration and event tie-ins, MAX taps into the passion for reggaeton, Latin pop and urban Latin music that defines this age group.

The MAX plan will feature a strategic artist partnership to create authentic, culturally relevant storytelling to deliver the impaired driving message via custom video content with guaranteed paid impressions hyper-targeted to this audience for maximum impact.

MAX plans to collaborate with Luna Luna for this campaign, an artist NHTSA worked with successfully for the 2025 Click It or Ticket campaign. The target audience engaged positively with Luna Luna's campaign content across Meta platforms during the 2025 Click It or Ticket campaign and was reached through culturally relevant content that resonated best.

Video

MAX will produce a custom short-form video to be promoted on YouTube and YouTube Shorts. The video will be promoted using paid distribution across the YouTube video network.

Paid Social Media

The custom short-form video will be promoted using three paid social media posts through the selected artist's channels (e.g., Facebook and Instagram). The social media posts will include a snackable version of the video and images and relevant post copy.

My Code—Spanish-Language Market

My Code is a digital media company in the United States. Their Remezcla media division targets Spanish-speaking audiences and is notable for its deep understanding of their culture and trends. My Code's ability to deliver content in various formats, such as video, display ads and native ads, allows for effective storytelling, which is crucial to reaching Spanish-speaking men.

Video

My Code's video plan includes cross-platform :15 and :30 OLV premium videos.

Digital Display

A high-impact video adhesion scroller focused on grabbing the target audience's attention will provide a higher engagement opportunity for the brand campaign video across digital display placements. This custom-built unit will include light animations and other interactive features. The plan also includes cross-platform standard display banner ads.

Overtime—General Market

Overtime is a sports media company catering to the next generation of fans through innovative content and platforms. Most of Overtime's more than 100 million fans are under 35 years old, falling within NHTSA's target audience. Overtime's digital-first approach and targeted advertising capabilities will enable NHTSA to effectively reach the 18- to 34-year-old demographic, delivering impactful messages through the authentic voices of standout athletes and personalities, along with visually compelling content that resonates with the audience.

The Overtime plan will be anchored in a unique storytelling approach, leveraging current and former NFL athletes and sports culture to connect with young male drivers. Using "The Hard Truth," Overtime's custom social-first talk show, they will engage the target audience with a roundtable discussion about pressures, temptations and tough choices on and off the field—including alcohol and marijuana use—emphasizing the impact on their lives and those around them. The intimate, no-filter discussions will highlight how smart choices, not just skill, lead to success, ultimately resonating with the audience by drawing parallels between famous athletes and their experiences.

Figure 6: Example of “The Hard Truth” Talk Show



Each episode will feature separate, dedicated roundtables for alcohol and drug impairment, ensuring a deep dive into the unique risks, misconceptions and consequences associated with each.

Overtime’s initial concepts emphasize family, responsibility and the emotional weight of making the right choice during a season tied to celebration and togetherness. The key theme across the concepts conveys the cost and profound consequences of making a single mistake. Additional messaging within the content will provide set branding, emphasizing the importance of making smart choices and avoiding impaired driving.

Video

Through a tailored YouTube retargeting strategy, Overtime will use a blend of first- and third-party targeting to enhance engagement and reach highly qualified users across different video platforms. Contextual targeting will encompass key audience interests such as sports, health, fitness, outdoor activities, travel and music, and further refinement for bars and marijuana dispensaries, where applicable.

Paid Social Media

The custom video series will run in specific segments to reach audiences on Overtime’s Instagram Stories, Facebook and Instagram direct feeds. This buy also includes a targeted social campaign on Meta channels, using campaign assets geared towards these age groups consuming alcohol and drugs.

Relevant+—Spanish-Language Market

Relevant+ is a digital media company with owned-and-operated properties, including Turismo and Espacio Live. It reaches the campaign’s Spanish-speaking target audience by creating culturally relevant content using influencer marketing and targeting them through data-driven strategies on social media platforms like Instagram, Facebook and YouTube with mobile-friendly content.

In 2025, NHTSA will continue its partnership with Relevant+ to culturally and emotionally connect with young Spanish-speaking men, fostering awareness that a sober ride is the only safe way home.

Paid Social Media

To produce maximum impact with a limited budget, Relevant+ will secure the usage rights from “Luan Verdad Pura y Dura” with Luan Palomera from the 2024 Winter Holiday Impaired Driving campaign, focusing on alcohol impairment. Luan Palomera has been recently vetted to ensure content still meets NHTSA guidelines.

Videos will be reused and kept largely the same, with minor updates to logos, ad copy or CTAs. The package of content will be distributed and amplified across Relevant+ and Luan Palomera’s Meta channels.

Sinclair Broadcast Group—General Market

Sinclair operates more than 190 television stations across the United States, with a presence in over 100 markets. Its content is delivered via various platforms, including over-the-air, multi-channel video program distributors and digital streaming. One of Sinclair’s most relevant assets is its sports programming, which provides extensive coverage of professional sports leagues, including the NBA, MLB, NHL and college sports, all of which are major passion points for 18- to 34-year-old males.

Sinclair activates across multiple channels, including linear TV, CTV, OLV, audio, digital display and paid social media. Bally Sports, their national sports network, provides coverage of high-profile sporting events. Sinclair’s direct targeting capabilities, close relationship with fans and access to influencers have been successful across NHTSA campaigns, delivering mass reach, added value and high levels of engagement.

For the Winter Holiday flight, a branded video content series will feature candid conversations with top professional sports talent discussing the real-life consequences of impaired driving. This series includes raw, unfiltered stories from elite athletes, highlighting critical moments when decisions changed or derailed their careers and the importance of accountability on the field and on the road. The series will include a Sinclair host, such as Matt Leinart, Rob Stone or Urban Meyer, and a high-profile guest.

Additionally, one of the alcohol-impaired custom videos will be reused from the August/Labor Day flight.

Video

The video strategy will run campaign content on CTV platforms like Roku, in addition to online “live” video streaming during winter professional sports events, including NCAA/NFL football, NBA, NCAA basketball, golf and the MLS Cup. Additionally, OLV will provide live streaming of games for premium coverage.

Audio

In the audio segment, podcasts will feature relevant custom podcast segments in talent-led shows such as “Throwbacks” (sports and culture), “The Triple Option” (football) and “Unfiltered Soccer.” Each podcast show will be a full-focus segment, including live, branded reads prior to each one. They will tie into the themes of accountability and decision-making by discussing teams that need to change their trajectory. These segments will also be reposted on social media and YouTube.

As a special feature for the Winter Holiday flight, “Live from the College Football Playoffs with the Triple Option: Rob Stone, Urban Meyer and Mark Ingram II” will have a live segment with NHTSA as an associate sponsorship. The feature will include NHTSA branding on set, custom host ad reads including NHTSA branding, verbal messaging, a branded end card, a CTA and reposting on YouTube and podcast platforms.

Digital Display

The digital display plan includes running ads across Sinclair’s dynamic properties based on geographic location. This approach has previously demonstrated an estimated 50% increase in user engagement (CTRs). Alcohol-impaired ads will use custom content, while standard assets will be used for drug-impaired messaging. High-impact, “takeover”-style ad placements on Sinclair sites will ensure full coverage. As added value, Sinclair will include a high-impact display on locally targeted weather newsletter blasts.

Paid Social Media

For paid social media, 15 cuts of all custom videos for the alcohol-impaired segments will be placed on the selected talent’s social media platforms. Sinclair will also use proprietary audience data to amplify the alcohol-impaired segment across dark social postings on Meta.

Dark social posting will be utilized as part of Sinclair’s paid social media plan. Given that this specific ad is not aligned with Sinclair’s podcast or talent-specific content pillars, nor does it need organic posting on the corporate profile, the dark post method provides a more strategic and efficient means of dissemination to the intended target audience.

Spotify—Spanish-Language Market

Spotify is one app for all sounds, offering audio streaming and podcast content. It effectively targets the 18- to 34-year-old Spanish-speaking male audience by leveraging data analytics to create tailored playlists and recommendations that resonate with individual music tastes. The platform also promotes Spanish-language artists and podcasts, enhancing cultural relevance.

Audio

The Spotify buy for the 2025 Winter Holiday Impaired Driving campaign includes streaming audio and companion banners on Audio Everywhere.

Univision—Spanish-Language Market

Univision Radio, now known as Uforia Audio Network, is the radio broadcasting and music event division of TelevisaUnivision USA. It is the largest radio broadcaster in the United States that caters to Spanish-speaking audiences. The Uforia Audio Network offers radio, podcast and streaming.

Audio

The Univision buy includes using the :30 brand campaign ad across cross-device audio streaming. An additional 15% of impressions are included as added value.

Vevo—Spanish-Language Market

Vevo is the world's leading music video network streaming on CTV, with over 25 billion views per month, 1.5 billion hours viewed per month and over 900,000 music videos uploaded. Vevo has a dedicated team to unpack its millions of viewers' cultural and regional nuances, making NHTSA's advertising efforts across the platform impactful to the Spanish-speaking audience.

Video

NHTSA's brand campaign ads will run alongside 100% of Spanish-language music videos, spanning Vevo's dozens of Latin subgenres and reaching the Spanish-speaking target audience as they watch the most culturally relevant music programming available.

Vevo will also air :15 non-skippable units on its free ad-supported TV (FAST) network of 30+ distribution partners and its video-on-demand platforms.

Van Wagner—General Market

Van Wagner is a prominent sports media and entertainment company best known for its work in OOH advertising, particularly in stadiums, arenas and public spaces, where it manages advertising placements and sponsorship opportunities. Known for their TV-visible signage, they strategically position brands in high-visibility spots during live broadcasts, utilizing advanced technologies like LED ribbon messaging and scoreboards.

OOH

During the campaign flight, Van Wagner will provide TV-visible signage during NBA and NCAA basketball games. This signage will be prominently displayed across various telecasts, including the home team's TV broadcasts, the away team's TV broadcasts and digital/streaming broadcasts, ensuring national exposure. The live in-game exposure and video highlights will enhance the campaign's visibility. Additionally, Van Wagner has negotiated extra advertising value in standard signage and NBA and NHL commercial media spots.

Figure 7: Example of TV-visible Signage



Vertiqal Studios (formerly Enthusiast Gaming)— General Market

Vertiqal Studios is a digital media company specializing in gaming and lifestyle channels with a social media portfolio of over 100 channels and more than 52 million followers across YouTube, Instagram and Snapchat. Following the acquisition of Enthusiast Gaming, they further solidify their position in the gaming and entertainment space among gaming enthusiasts.

Paid Social

Vertiqal Studios will activate gaming content creators previously utilized in the August/Labor Day flight to create scripted PSAs that are gaming-focused and speak directly to the consequences of alcohol-impaired driving. These videos will be filmed remotely at the creator's gaming setup, situated in a familiar environment for their engaged audiences.

A mash-up video will be created to splice together these multiple creator messages into one cohesive video that will run across Vertiqal Studio's Instagram @gaming and @gamelancer accounts. Custom videos will also run across the creator's social accounts for organic connections with their followers.

Paid Social

YouTube pre-roll custom and brand videos will be deployed across Vertiqal Studio's network of gaming, esports and entertainment channels. These channels align with the audience's interests and reach them in a brand-safe environment without compromising scale.

Digital Display

The digital display plan with Vertiqal Studios will include a mix of custom display, premium display, standard display, rich media and mobile banner ad units. This includes a cross-device website superhero pushdown to maximize above-the-fold awareness and engagement and a high-impact desktop site skin across Vertiqal Studio's owned-and-operated sites.

Westwood One—General Market

Westwood One is the national radio arm of Cumulus Media, with 250 million monthly listeners and 93% of all U.S. listeners. It has affiliates and clearances on over 7,300 radio stations and is associated with the largest sporting and cultural events.

Tapping into the power of their dynamic personality portfolio, Westwood One will create custom impaired driving messages for each of the campaign's target segments and tap into passion points, from sports and fashion to music and entertainment.

Audio

Westwood One will write, produce and air custom :60 and/or :30 vignettes drawing attention to the dangers and consequences of impaired driving. This vignette series will be anchored with influential voices, customizing messages to reach each segment in alignment with its targeted programming. The messaging of this custom content series will seek to relate the consequences of driving impaired to the importance of having a sober driver.

Terrestrial radio and streaming extensions will focus on premium sports content such as NFL pre-season, NCAA college football, HBCU Hall of Fame, Infinity Sports Network, Jim Rome on X, Rich Eisen and BLEAV in sports. Heading into the holiday season, top music and entertainment syndicated radio hosts will feature hour-long special takeovers, including voiced reads and custom vignettes focusing on impaired driving messaging from key radio personalities.

The Infinity Sports Network will customize a weekly feature to run across its weekday morning and afternoon drive syndicated sports talk programming, spotlighting the play of the day with impaired-driving messaging.

Brand campaign ads will run in placements across regular updates on news, weather and traffic and podcasts focused on the audience's sports, entertainment and lifestyle passion points.

In addition to custom vignettes by Kevin Harlan, NHTSA will gain coverage of the "penalty call" sponsorship on Sunday, Monday and Thursday Night Football. A short :10 spot will speak on recent penalties in the game and authentically tie in a custom-approved spot focusing on alcohol impairment.

Digital Display

As added value, standard banner ads will be featured on the Cumulus Media website and WestwoodOneSports.com.

Paid Social Media

Westwood One will leverage syndicated radio host reads and social extensions as added value to repost brand campaign assets. Jim Rome's video simulcast of his popular syndicated radio show is now available on X, where live reads of NHTSA's impaired driving messaging, will be incorporated into the show's streaming in addition to terrestrial radio.

WWE—General Market

WWE is a year-round entertainment event popular with the impaired driving target audience. It has 80 million fans nationwide. Fans love WWE matches, but they also love the special elite events. The special connection with WWE superstars and their various extensions is noteworthy. A superstar is not only a character, but also a role model whom fans look up to and build relationships with through their story arcs over the years. These superstars have significant relationships with their audience, creating a substantial YouTube presence in comparison to other sports. Visibility and engagement continue to increase, demonstrating the strong bond between WWE and its fans.

Video

The WWE plan includes a sponsorship of WWE's greatest hits, covering all action-packed WWE moments during the flight with highlights of an upcoming premium event or a critical phase in WWE's storied history. The sponsorship will ensure brand visibility and brand campaign assets surrounding the episode. Moreover, alcohol-impaired campaign assets will run in pre-roll across the WWE YouTube page, reaching over 103 million subscribers. This audience comprises more than 60% males—50% of whom are 18 to 34 years old.

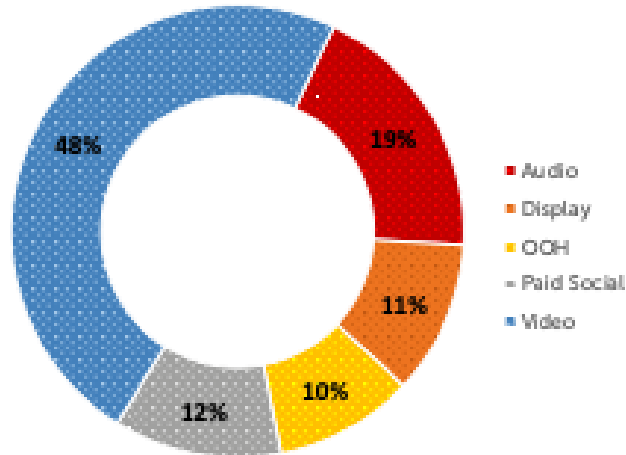
Paid Social Media

A WWE superstar will be chosen to speak specifically to the alcohol-impaired audience across social on their individual X and Meta channels, delivering three separate posts within the flight.

5.0 Campaign Summary

*Inventory is not guaranteed until insertion orders have been issued; therefore, all impressions are estimates only.

2025 Spend by Channel



	Budget	Paid Impressions	AV Impressions	Total Impressions
Audio	\$2,786,655.30	227,343,332	74,156,278	301,499,610
Digital Audio	\$416,042.50	38,398,582	8,032,098	46,430,680
English	\$328,542.50	26,258,172	6,111,036	32,369,208
AdTheorent	\$87,500.00	3,977,272	742,856	4,720,128
Corsa Media	\$190,000.00	13,580,900	2,716,180	16,297,080
Westwood One	\$51,042.50	8,700,000	2,652,000	11,352,000
Spanish	\$87,500.00	12,140,410	1,921,062	14,061,472
Entravision	\$50,000.00	10,000,000	1,600,000	11,600,000
Spotify	\$37,500.00	2,140,410	321,062	2,461,472
Podcast	\$824,196.88	15,731,750	2,420,000	18,151,750
English	\$824,196.88	15,731,750	2,420,000	18,151,750
Corsa Media	\$60,000.00	3,000,000	600,000	3,600,000
Westwood One	\$97,696.88	5,731,750	1,820,000	7,551,750
Sinclair	\$666,500.00	7,000,000	0	7,000,000
Network Radio	\$1,546,415.92	173,213,000	63,704,180	236,917,180
English	\$1,141,417.92	138,879,800	51,785,100	190,664,900
Westwood One	\$688,037.92	91,329,100	31,520,700	122,849,800
Compass Media Networks	\$453,380.00	47,550,700	20,264,400	67,815,100
Spanish	\$404,998.00	34,333,200	11,919,080	46,252,280
SBS AIRE	\$150,000.00	7,364,200	1,320,400	8,684,600

Univision	\$149,998.00	12,098,600	7,624,600	19,723,200
HRN	\$105,000.00	14,870,400	2,974,080	17,844,480
Display	\$1,615,650.01	189,456,142	116,168,871	305,625,013
Display	\$1,615,650.01	189,456,142	116,168,871	305,625,013
English	\$1,418,149.99	171,300,888	110,914,896	282,215,784
AdTheorent	\$350,000.00	59,367,293	38,030,768	97,398,061
AllOver Media	-	0	2,678,571	2,678,571
Fandom	\$117,400.00	7,224,616	0	7,224,616
Live Nation	\$26,000.00	2,600,000	0	2,600,000
MobileFuse	\$594,999.99	74,148,150	25,555,557	99,703,707
NYT Portfolio	\$18,000.00		0	
Westwood One	-	0	1,500,000	1,500,000
Sinclair	\$180,000.00	20,000,000	30,000,000	50,000,000
IGN	\$54,000.00	3,275,735	13,150,000	16,425,735
Vertiqal Studios	\$77,750.00	4,685,094	0	4,685,094
Spanish	\$197,500.02	18,155,254	5,253,975	23,409,229
banMe	\$60,000.00	9,230,769	1,585,177	10,815,946
Canela.TV	-	0	1,147,059	1,147,059
EXTE	\$112,500.00	7,608,695	1,521,739	9,130,434
My Code	\$25,000.02	1,315,790	1,000,000	2,315,790
OOH	\$1,484,247.28	101,963,051	12,074,272	138,007,120
OOH	\$1,484,247.28	101,963,051	12,074,272	138,007,120
English	\$1,334,247.28	95,713,051	11,621,365	131,304,213
AllOver Media	\$934,247.28	61,305,051	6,561,365	91,836,213
Van Wagner	\$400,000.00	34,408,000	5,060,000	39,468,000
Spanish	\$150,000.00	6,250,000	452,907	6,702,907
banMe	\$150,000.00	6,250,000	452,907	6,702,907
Paid Social	\$1,748,187.42	78,430,051	13,159,498	91,589,549
Paid Social	\$1,748,187.42	78,430,051	13,159,498	91,589,549
English	\$1,428,663.71	67,026,894	10,308,809	77,335,703
AdTheorent	\$300,000.00	27,272,728	0	27,272,728
Overtime	\$400,000.00	5,941,666	1,200,000	7,141,666
Live Nation	\$49,000.00	1,750,000	0	1,750,000
Westwood One	-	0	1,608,809	1,608,809
Sinclair	\$150,000.00	12,500,000	1,000,000	13,500,000
IGN	\$279,663.71	3,937,500	0	3,937,500
Vertiqal Studios	\$250,000.00	15,625,000	6,500,000	22,125,000
Spanish	\$319,523.71	11,403,157	2,850,689	14,253,846
Relevant+	\$220,002.00	8,800,080	2,199,920	11,000,000
Music Audience Exchange (MAX)	\$99,521.71	2,603,077	650,769	3,253,846

Video	\$7,175,091.46	241,012,723	41,138,460	282,151,183
CTV	\$2,170,000.00	61,198,749	3,392,907	64,591,656
English	\$1,580,000.00	46,227,678	1,040,000	47,267,678
AdTheorent	\$775,000.00	21,227,678	1,040,000	22,267,678
Ampersand	\$250,000.00	8,333,334	0	8,333,334
Sinclair	\$555,000.00	16,666,666	0	16,666,666
Spanish	\$590,000.00	14,971,071	2,352,907	17,323,978
Ampersand	\$462,500.00	11,295,416	1,900,000	13,195,416
banMe	\$30,000.00	1,071,428	452,907	1,524,335
Canela.TV	\$65,000.00	1,828,571	0	1,828,571
Vevo	\$32,500.00	775,656	0	775,656
Linear TV	\$2,582,205.00	71,239,103	9,306,000	80,545,103
English	\$2,582,205.00	71,239,103	9,306,000	80,545,103
Ampersand	\$300,000.00	2,704,408	1,000,000	3,704,408
Van Wagner	-	0	306,000	306,000
Sinclair	\$2,282,205.00	68,534,695	8,000,000	76,534,695
OLV	\$2,422,886.46	108,574,871	28,439,553	137,014,424
English	\$1,879,912.17	84,927,161	22,852,901	107,780,062
AdTheorent	\$87,500.00	5,726,439	3,250,000	8,976,439
Fandom	\$995,220.16	54,562,105	12,357,344	66,919,449
MobileFuse	\$105,000.01	7,777,779	1,555,557	9,333,336
Sinclair	\$198,942.00	5,974,239	1,690,000	7,664,239
WWE	\$400,000.00	6,000,000	1,000,000	7,000,000
IGN	\$21,000.00	954,545	0	954,545
Vertiqal Studios	\$72,250.00	3,932,055	3,000,000	6,932,055
Spanish	\$542,974.29	23,647,710	5,586,652	29,234,362
banMe	\$110,000.00	6,093,191	2,038,085	8,131,276
EXTE	\$187,500.00	11,521,738	2,304,348	13,826,086
My Code	\$25,000.00	757,576	0	757,576
Vevo	\$130,000.00	3,878,282	894,988	4,773,270
Music Audience Exchange (MAX)	\$90,474.29	1,396,923	349,231	1,746,154
Grand Total	\$14,809,831.47	838,205,299	256,697,379	1,118,872,475

6.0 State-Level Campaign Extension Opportunities

The state-level plans can execute several strategies to build upon the base paid media reach provided in the national plan.

Video

The national plan will use linear and programmatic TV, CTV/OTT and OLV to reach the target audience through entertainment and non-sports programming. This will run on appropriate cable inventory, network apps via full episode players, OTT services and across the web. The state-level plans can build off this base by including broadcast TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geotargeting any problem areas in their local markets.

Audio

The audio plan includes terrestrial and digital audio and may run in the 75–100 GRPs/week range. At the national level, audio will be used for its efficiency and, due to its in-vehicle strength, its ability to build frequency. States can consider local radio buys that allow local on-air talent to lend their voices and social networks to further enhance the message.

Out-of-Home

One of the main benefits of OOH advertising is its ability to reach a large audience, which can be seen by anyone who passes by an ad. This includes traditional formats as well as digital OOH (DOOH), such as gas station TV, which is especially impactful during high-travel periods like the holidays. Together, OOH and DOOH offer the ability to reach people with NHTSA messaging throughout their day and perhaps in critical moments while actively driving or fueling up. As such, they should be considered to extend the reach and amplify awareness of NHTSA messaging on state-level plans.

Digital Display

The target audience uses digital media heavily, and a digital display effort should be a significant part of state-level plans. This can include using publisher-direct efforts outside of those sites on the national plan.

Paid Social Media

Social media also plays a significant role in the target audience's life and is recommended for state-level plans. Social media plans can include video and/or display creative and are a good complement to enhance reach and engagement for the campaign. As display carousel units continue to have increased engagement on Instagram and Facebook, consider testing to increase engagement and have lower CPCs. Additionally, incorporating state-level paid and non-paid influencers and leveraging their social media presence can further amplify campaign impact. These influencers may include local radio personalities, community advocates, first responders, educators or even popular regional content creators on platforms like Instagram Reels and YouTube. Their trusted voices and community presence can help deliver NHTSA messaging in a relatable and authentic way, especially when tailored to local audiences.

Rural Markets

If state-specific data indicates that the campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with low broadband penetration should consider supplementing the national plan with traditional TV, audio and OOH buys. This should only be considered applicable to states with rural market issues.

7.0 Glossary

Video

Advertising-Based Video on Demand (AVOD): Ad-supported video streaming.

Audience Targeting: Using data points to target specific population segments based on their demographics, interests and behaviors.

Automatic Content Recognition (ACR): ACR is technology that leverages a content database to recognize and identify video and audio content with which a user is actively engaging.

Brand Safety: Keeping a brand's reputation safe when they advertise by taking steps to ensure that ads do not run adjacent to content that goes against brand guidelines.

Connected TV (CTV): Another term for smart TV, CTV refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features, such as web browsing, social networking, video-on-demand and video streaming and regular TV content.

Linear TV: TV service where the scheduled program must be watched at a specific time and on a particular TV channel.

Over-the-Top (OTT): A device connected to a TV that directly provides streaming media as a stand-alone product to viewers over the internet, bypassing telecommunications, multi-channel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

Programmatic TV: A TV ad buy that uses data and automation to target specific consumer audiences more precisely.

Subscription Video on Demand (SVOD): Similar to traditional pay-TV packages, SVOD allows consumers to access an entire content catalog for a flat rate, typically paid monthly. Examples of SVOD include Netflix, HBO Max, Disney+ and Amazon Prime. Typically, they do not offer advertising opportunities.

Synced: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices and tablets, display ads, ads seen on social media or search marketing.

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

ThruPlay: The number of times a video is played to completion or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads viewed in their entirety or until 30 seconds have elapsed.

TV Everywhere: TV Everywhere refers to a type of subscription business model wherein access to streaming video content from a television channel requires users to "authenticate" themselves as current subscribers to the channel.

Audio

Audio Streaming: Delivering real-time audio through a network connection.

Average Quarter-Hour (AQH): The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Digital

Esports: A multiplayer video game competition played for spectators, often team-based and played for prize money. Esports are also live-streamed and involve commentators and analyses like "traditional" sports.

Free-To-Play Games: Free-to-play (F2P) refers to a business model for online games in which the game designers do not charge the user or player to join the game. Instead, they bring in revenue from advertisements or in-game sales, such as payment for upgrades, special abilities, unique items and expansion packs.

Live-Streaming: A gamer shares their gaming experience with fans/followers by live broadcasting their game. Some streamers consistently play the same games, and others try different games or follow trends.

Metaverse: A universal and immersive virtual world.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

Programmatic Digital: Automated bidding on advertising inventory in real-time for the opportunity to show an ad to a specific customer within a specific context.

User Generated Content (UGC): This refers to any form of content, videos, text, testimonials and audio that has been posted by users on online platforms.

General

Cost Per Thousand (CPM): The cost of delivering 1,000 gross impressions.

DMA: A designated market area (DMA) is a geographic area that represents specific media markets as defined by, and updated annually by, the Nielsen Company.

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Frequency: The number of times you touch each person with your message.

Quintile: Viewers, listeners, readers or consumers of a particular medium are ranked according to their usage and then divided into five equal groups, or quintiles, ranging from the heaviest to the lightest in media consumption.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.